



WKXW-FM
Community Outreach Report
Q2 2014

Following is a listing of some significant issues responded to by WKXW-FM (NJ101.5), Trenton, New Jersey, along with the most significant programming treatment of those issues for the period of **April 2014 until June 2014**. The listings are by no means exhaustive. The order in which the community outreach events appear does not reflect any priority or significance.

Issue/Event: 1-800-Got-Junk Toy Drive

Date: Saturday, April 12, 2014

Time: 12:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on-air and by attending the 1-800-Got Junk Toy Drive. The purpose of the drive is to collect gently used plastic toys to be delivered to local kids in need. Event was attended by NJ 101.5 Promotions Director Dan Specht.

Issue/Event: Run to Overcome 5k

Date: Sunday, April 13, 2014

Time: 8:00 am

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on-air and by attending the Run to Overcome 5k at Mercer County Park in West Windsor, NJ. The run was hosted by the Center for Great Expectations, a not-for-profit organization that help adult and young women and their children through homelessness, pregnancy and addiction recovery. Event was attended by NJ 101.5 Promotions Director Dan Specht.

Issue/Event: March of Dimes

Date: Sunday, April 27, 2014

Time: 8:00 am

Duration: 2 hours per location, 4 hours total (two separate locations on the same day, same time frames)

Description of Program/Event: Station promoted awareness by announcing the event on-air and by attending the March of Dimes Baby Walk in West Windsor, NJ and Clinton, NJ. The March of Dimes was also featured on "What's So Great About the Garden State," which highlights organizations or individuals making a difference in New Jersey, on April 14, 2014. The purpose of the March of Dimes is to raise awareness and help support moms have full-term pregnancies and healthy babies, and to assist families if something does go wrong. The walk in West Windsor was attended by NJ 101.5 Live Events Manager Ray Handel. The walk in Clinton was attended by NJ 101.5 Promotions Director Dan Specht.

Issue/Event: Cystic Fibrosis Great Strides 5K

Date: Saturday, May 3, 2014

Time: 10:00 am

Duration: 1 hour

Description of Program/Event: Station promoted awareness by announcing the event on-air and by attending the Cystic Fibrosis Great Strides 5K. The purpose of the walk is to support the Cystic Fibrosis Foundation of New Jersey and raise money to support research as well as raise awareness of CF. Event was attended by NJ 101.5 Promotions Director Dan Specht.

Issue/Event: NJCASA 5K Run

Date: Saturday, May 3, 2014

Time: 9:00 am

Duration: 1 hour

Description of Program/Event: Station promoted awareness by announcing the event on-air and by attending the New Jersey Coalition Against Sexual Assault's (NJCASA) 5K Run. NJCASA was also featured on "What's So Great About the Garden State," which highlights organizations or individuals making a difference in New Jersey, on April 21, 2014. The purpose of the walk is to spread awareness and assist victims of sexual assault. Event was attended by NJ 101.5 Live Events Manager Ray Handel.

Issue/Event: Red Bank Riverfest 2014

Date: Saturday, May 31, 2014

Time: 1:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted community fair by announcing the event on-air and by attending Riverfest 2014 at Marine Park in downtown Red Bank, NJ. The purpose of the fair was to provide a fun day for the community with a day of rides, food vendors, live entertainment and more. Fair was free to attend. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.

Issue/Event: American Diabetes Tour de Cure

Date: Sunday, June 1, 2014

Time: 7:45 am

Duration: 2 hours, 15 minutes

Description of Program/Event: Station promoted awareness by announcing the event on-air and by attending the American Diabetes Tour de Cure that took place in Basking Ridge, NJ. The Tour De Cure is a series of fundraising cycling events held in 44 states nationwide to benefit the American Diabetes Association. Event was attended by NJ 101.5 Live Events Manager Ray Handel.

Issue/Event: 2nd Annual Basilone Bowl

Date: Thursday, June 26, 2014

Time: 4:30 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on-air and by attending the 2nd Annual Basilone Bowl, a football game of fourteen local high schools in memory and honor of SGT. John Basilone. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.

Issue/Event: Super Pet Adoption Weekend

Date: Sunday, June 29, 2014

Time: 12:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on-air and by attending the Super Pets Adoption Weekend hosted by the Petsmart of Bridgewater. The purpose of the event was to find homes for over 200 dogs, cats, puppies and kittens within the community. Event was attended by NJ 101.5 Promotions Director Mike Hildebrandt.